

1     Claims

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- 3     1. An advertising panel for mounting to a
- 4     structure, the panel comprising a sheet of plastic
- 5     mesh material provided with apertures allowing air
- 6     passage therethrough and having an image applied to
- 7     a first side of the sheet, wherein the panel has an
- 8     elongate fastener provided on at least one
- 9     longitudinal edge, the elongate fastener having a
- 10    thickness greater than the sheet and being adapted
- 11    to engage with a corresponding slot provided on the
- 12    structure.
- 13
- 14    2. An advertising panel according to Claim 1,
- 15    wherein the advertising panel is mounted to the
- 16    structure of a vehicle.
- 17
- 18    3. An advertising panel according to Claim 1,
- 19    wherein the advertising panel is mounted to a static
- 20    structure.
- 21
- 22    4. An advertising panel according to any preceding
- 23    Claim, wherein the sheet has a hem and the elongate
- 24    fastener comprises a longitudinal member held within
- 25    the hem of the sheet.
- 26
- 27    5. An advertising panel according to Claim 4,
- 28    wherein the hem is formed by folding an edge of the
- 29    sheet around the elongate fastener and back against
- 30    the sheet, then securing the edge to the sheet.
- 31

- 1 6. An advertising panel according to any of Claims  
2 1 to 3, wherein the elongate fastener comprises a  
3 longitudinal member secured to the sheet by an  
4 edging strip.  
5
- 6 7. An advertising panel according to Claim 6,  
7 wherein the edging strip passes around the elongate  
8 fastener and is secured to each side of the edge of  
9 the sheet.  
10
- 11 8. An advertising panel according to any preceding  
12 Claim, wherein the longitudinal member is flexible.  
13
- 14 9. An advertising panel according to any preceding  
15 Claim, wherein the panel has an elongate fastener  
16 provided on two opposite longitudinal edges.  
17
- 18 10. An advertising panel according to any preceding  
19 Claim, wherein the sheet is flexible.  
20
- 21 11. An advertising panel according to any preceding  
22 Claim, wherein the sheet is a mesh of PVC,  
23 polyester, polypropylene or a combination thereof.  
24
- 25 12. An advertising panel according to any preceding  
26 Claim, wherein the sheet has an air permeability of  
27 at least 1000 litres per second at 100 pascal.  
28
- 29 13. An advertising panel according to any preceding  
30 Claim, wherein the sheet of the advertising panel is  
31 a woven material.  
32

- 1 14. An advertising panel according to Claim 13,  
2 wherein the woven material has warp and weft fibres  
3 bonded to each other at their intersections.  
4
- 5 15. An advertising panel according to any preceding  
6 Claim, wherein the panel is substantially  
7 rectangular.  
8
- 9 16. An advertising panel according to any preceding  
10 Claim, wherein the panel is provided with an  
11 extension piece at one or both of the two opposite  
12 side edges, said one or both extension pieces being  
13 provided with securing means to allow them to be  
14 wrapped around the corner of a vehicle and secured  
15 to the vehicle.  
16
- 17 17. An advertising panel according to any of Claims  
18 1 to 15, wherein one or both of the two opposite  
19 side edges are provided with reclosable interlocking  
20 fasteners adapted to engage with corresponding  
21 interlocking fasteners on the structure.  
22
- 23 18. An advertising panel according to Claim 17,  
24 wherein the fasteners are 3M™ Dual Lock™ fasteners.  
25
- 26 19. An advertising panel according to any of Claims  
27 1 to 15, wherein one or both of the two opposite  
28 side edges are provided with an elongate fastener  
29 having a thickness greater than the sheet on each of  
30 the two opposite side edges, the fastener being  
31 adapted to engage with one or more lateral fastening  
32 members on the structure.

1 20. An advertising panel according to Claim 19,  
2 wherein the one or more lateral fastening members  
3 are releasable clamping members adapted to clamp the  
4 elongate fastener in a selected one of a plurality  
5 of positions.

6  
7 21. A vehicle having a wall provided with a slot or  
8 slots on the exterior surface thereof, the vehicle  
9 having an advertising panel mounted on said exterior  
10 surface, the panel comprising a sheet of plastic  
11 mesh material provided with apertures allowing air  
12 passage therethrough and having an image applied to  
13 a first side of the sheet, wherein the panel has an  
14 elongate fastener provided on at least one  
15 longitudinal edge, the elongate fastener having a  
16 thickness greater than the sheet and engaged with  
17 said slot or slots on said vehicle.

18  
19 22. A vehicle according to Claim 21, wherein the  
20 advertising panel is an advertising panel according  
21 to any of Claims 1 to 20.

22  
23 23. A vehicle according to Claim 21 or 22, wherein  
24 the exterior surface is on a side wall of the  
25 vehicle.

26  
27 24. A vehicle according to any of Claims 21 to 23,  
28 wherein the slot or slots are provided in one or  
29 more track members bonded to the exterior surface by  
30 adhesive.

31

1 25. A vehicle according to any of Claims 21 to 23,  
2 wherein the slot or slots are provided in one or  
3 more track members secured to the side wall by  
4 fixing means.

5  
6 26. A vehicle according to any of Claims 24 to 25,  
7 wherein the track members are extruded members, and  
8 the slot or slots are shaped to allow keying of the  
9 elongate fastener with the slot or slots.

10  
11 27. A vehicle according to Claim 26, wherein one or  
12 more of said track members are provided on each of  
13 the upper and lower edges of the exterior surface.

14  
15 28. A vehicle having a load bearing volume at least  
16 partially enclosed by a curtain, said curtain being  
17 provided with a slot or slots on the exterior  
18 surface thereof, the vehicle having an advertising  
19 panel on said exterior surface, the panel comprising  
20 a sheet of plastic mesh material provided with  
21 apertures allowing air passage therethrough and  
22 having an image applied to a first side of the  
23 sheet, wherein the panel has an elongate fastener  
24 provided on at least one longitudinal edge, the  
25 elongate fastener having a thickness greater than  
26 the sheet and engaged with said slot or slots on  
27 said vehicle.

28  
29 29. A vehicle according to Claim 28, wherein the  
30 advertising panel is an advertising panel according  
31 to any of Claims 1 to 20.

32

- 1 30. A vehicle according to Claim 28 or 29, wherein  
2 the slot or slots are provided in one or more track  
3 members bonded to the exterior surface by adhesive.  
4
- 5 31. A vehicle according to Claim 28 or 29, wherein  
6 the slot or slots are provided in one or more track  
7 members secured to the side wall by fixing means.  
8
- 9 32. A vehicle according to Claim 31, wherein  
10 each of said track members has a corresponding  
11 backing plate on the opposite side of the curtain,  
12 the fixing means passing through the curtain and  
13 joining the corresponding track member and backing  
14 plate.  
15
- 16 33. A vehicle according to any of Claims 28 to 32,  
17 wherein the track members are extruded members, and  
18 the slot or slots are shaped to allow keying of the  
19 elongate fastener with the slot or slots.  
20
- 21 34. A vehicle according to Claim 33, wherein one or  
22 more of said track members are provided on each of  
23 the upper and lower edges of the exterior surface.  
24
- 25 35. A vehicle according to any of Claims 28 to 34,  
26 wherein the track members are provided as discrete  
27 lengths of track spaced at regular intervals on the  
28 vehicle.  
29
- 30 36. A method of modifying a vehicle to display at  
31 least one advertising panel on at least one surface  
32 of the vehicle, the panel comprising a sheet of

1 plastic mesh material provided with apertures  
2 allowing air passage therethrough and having an  
3 image applied to a first side of the sheet, wherein  
4 the panel has an elongate fastener provided on at  
5 least one longitudinal edge, the elongate fastener  
6 having a thickness greater than the sheet said  
7 method comprising the steps of:

8 securing one or more slotted track members in a  
9 predetermined pattern on the surface of the vehicle  
10 or on a curtain adapted to be mounted on the surface  
11 of the vehicle, and

12 releasably attaching the advertising panel to  
13 the one or more slotted track members by engaging  
14 the elongate fastener in the slots provided on the  
15 one or more slotted track members.

16  
17 37. A method according to Claim 36, wherein the  
18 advertising panel is an advertising panel according  
19 to any of Claims 1 to 20.

20  
21 38. A method according to Claim 36 or 37, wherein  
22 the advertising panel is substantially rectangular  
23 having upper and lower longitudinal edges and two  
24 side edges, and wherein elongate fasteners at the  
25 upper and lower longitudinal edges are engaged in  
26 the slots provided on the one or more slotted track  
27 members, including the further step of:

28 releasably attaching the side edges of the  
29 advertising panel to one or more releasable clamping  
30 members.

31  
32 39. A method according to Claim 38, wherein:

1 at least one side edge is provided with an  
2 elongate fastener,  
3 the side edge is attached to the one or more  
4 releasable clamping members by clamping the elongate  
5 fastener in a selected one of a plurality of  
6 positions, to adjust the lateral tension in the  
7 advertising panel.  
8

9 40. An advertising panel for mounting to a  
10 structure, the panel comprising a sheet of plastic  
11 mesh material provided with apertures allowing air  
12 passage therethrough and having an image applied to  
13 a first side of the sheet, wherein the panel has a  
14 plurality of resilient attachment means provided  
15 along at least one edge of the panel.  
16

17 41. A vehicle having a rear door, the rear door  
18 having mounted thereon an advertising panel  
19 according to Claim 40.  
20

21 42. A vehicle according to Claim 41, wherein the  
22 rear door is a roller shutter door.  
23

24 43. A vehicle according to Claim 42, wherein the  
25 rear door has attachment fixings secured thereto,  
26 each attachment means being attached to an  
27 attachment fixing and being adapted to allow elastic  
28 extension of the attachment means when the roller  
29 shutter door is in its rolled state with the  
30 advertising panel mounted thereon.  
31



- 1 44. A vehicle according to any of Claims '41 to 43,
- 2 wherein the resilient attachment means comprises
- 3 elastic tension members of natural or synthetic
- 4 rubber.